

Message Text

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ACTION NEA-10

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TO USDOC WASHDC
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E.O. 11652: N/A
TAGS: BEXP KU
SUBJ: ADS PROGRAM

REF: KUWAIT A-27, MARCH 13, 1976

1. EMBASSY NOTES INCREASED PROBLEMS IN REPLYING TO ADS REQUESTS ON TIME. WE ARE RECEIVING NUMEROUS FOLLOWUPS FOR OVERDUE ADS REPLIES. IN ADDITION, BRIEFING MATERIAL FOR UPCOMING ECON/COMMERCIAL CONFERENCE IN TUNIS INDICATES PROBLEMS WITH RECEIVING LATE REPLIES OR NO REPLIES TO ADS REQUESTS.

2. EMBASSY HOPES SOME OF THE FOLLOWING POINTS WILL CLARIFY RECENT PROBLEMS WE HAVE HAD WITH ADS.

A) THE LATEST BATCH OF ADS REQUESTS WE RECEIVED ARRIVED HERE VIA THE DIPLOMATIC POUCH ON FEBRUARY 28. THE SIX REQUESTS WERE DATED AS EARLY AS JANUARY 29 AND AS LATE AS FEBRUARY 11. ALL BUT ONE WERE MORE THAN THREE WEEKS OLD.

B) UNDOUBTEDLY, USDOC AWARE OF RECENT PROBLEMS WITH MAIL IN MIDEAST REGION DUE TO TROUBLES IN BEIRUT. EMBASSY COMMUNICATIONS SECTION INFORMS US WE STILL RECEIVING POUCHES FROM SUMMER, 1975. THUS, WE HAVE SITUATION WHERE FOLLOWUPS ARE RECEIVED BEFORE ORIGINAL REQUEST.

C) WE HAVE NOT RPT NOT BEEN RECEIVING CATALOGUES OR DESCRIPTIVE MATERIAL FOR MANY ADS REQUESTS. IF WE HAVE NO BROCHURES AND IF ADS REQUEST HAS MEAGER DESCRIPTION OF U.S. FIRM
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AND PRODUCT (WHICH SOME DO), IT DIFFICULT TO ATTRACT

LOCAL INTEREST. WORSE YET, LOCAL FIRM MAY SAY IT IS INTERESTED IN U.S. FIRM ONLY TO LOSE INTEREST WHEN IT EVENTUALLY LEARNS MORE OF U.S. PRODUCT. THIS RESULTS IN GENERAL CONFUSION AND, WE SUSPECT, UNHAPPINESS ON PART OF ADS REQUESTOR.

D) EXPORT MANAGEMENT FIRMS DO NOT RPT NOT GENERATE MUCH LOCAL INTEREST UNLESS THEY HANDLE PRODUCTS CURRENTLY BEING REQUESTED BY GOVERNMENT OR PRIVATE TENDER. IN ALMOST EVERY CASE, KUWAITIS PREFER TO DEAL WITH MANUFACTURER DIRECTLY. MANY EXPORT MANAGEMENT COMPANIES REPRESENT FIRMS WHICH ALREADY HAVE AGENTS HERE. TO FIND LOCAL INTEREST FOR EXPORT FIRMS IT ABSOLUTELY NECESSARY THEY STATE SPECIFICALLY WHICH PRODUCTS AND WHICH FIRMS THEY WISH TO REPRESENT HERE AND GIVE US FULL DESCRIPTIONS OF EACH.

E) ADDITIONAL COMMENTS ON ADS ARE MADE IN KUWAIT AIRGRAM A-27.

3. IF USDOC FEELS EMBASSY FALLING TOO FAR BEHIND IN ADS REPLIES, PROPOSE WE BE INFORMED OF ALL OUTSTANDING REQUESTS IN ONE CABLE. WE WILL SET ASIDE WHATEVER TIME REQUIRED TO TRY AND CLEAR AWAY BACKLOG.

UNER NORMAL CONSITIONS, FSL WHO HANDLES ADS, ALSO HANDLES ALL WTDRS AND HAS MAJOR FSL RESPONSIBILITY FOR TRADE MISSIONS AND CONTACT WITH LOCAL BUSINESS COMMUNITY (PTOS, FGTS, TRADE COMPLAINTS, ETC.) GIVEN OUR SCHEDULE THIS SPRING -- USDA FOOD SHOW, SOUTH CA

OLINA IOGA AND CONSTRUCTION TRADE MISSION -- ALL BETWEEN APRIL 10 AND MAY 20 -- IT LIKELY WE MAY FALL BEHIND AGAIN. HOWEVER, USDOC IN BETTER POSITION THAN WE ARE TO ASSESS NUMBER OF OUTSTANDING ADS REQUESTS. IF THIS NUMBER GROWS TOO LARGE, LET US KNOW AND WE WILL ATTEMPT TO REMEDY SITUATION.
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